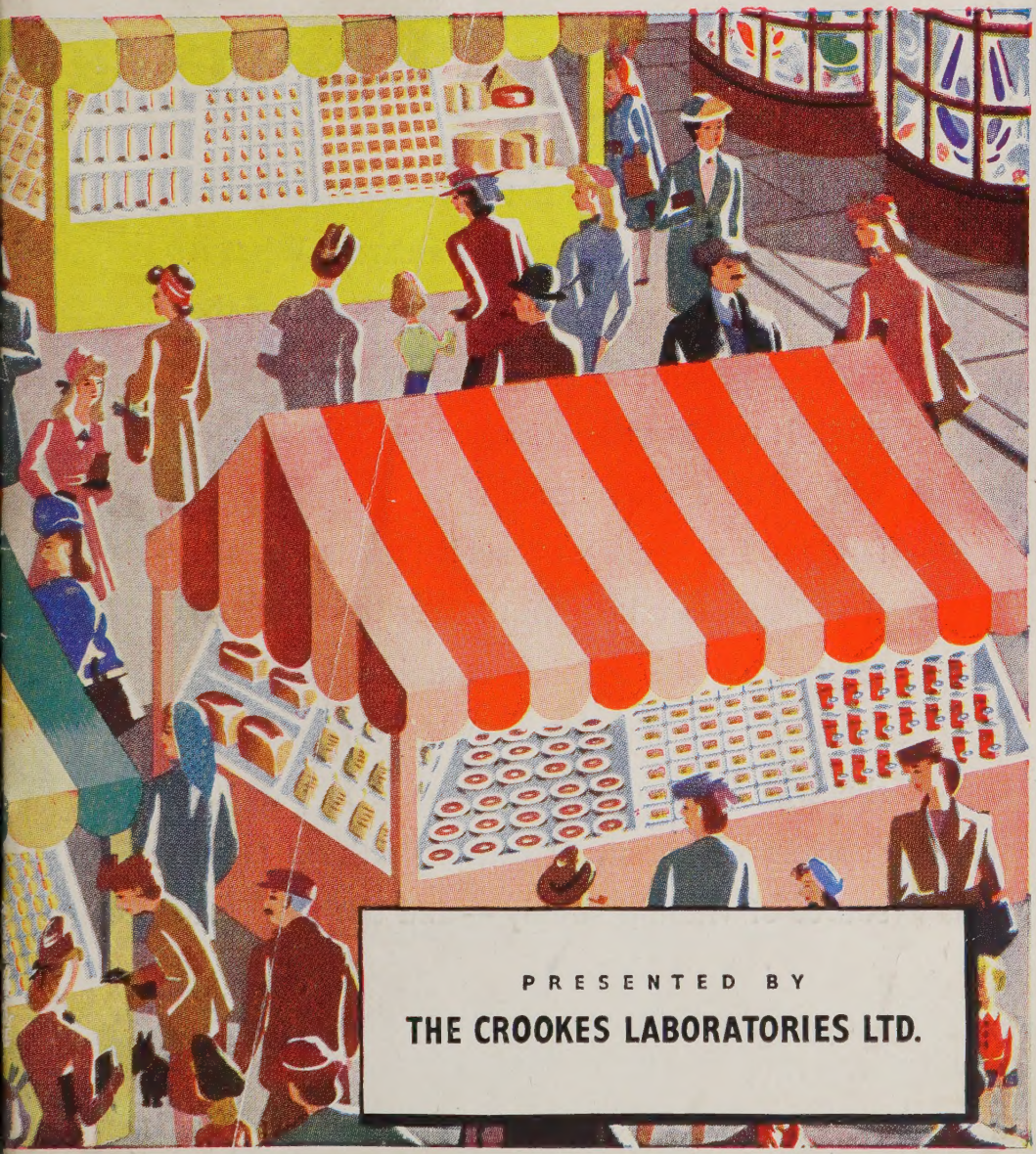
Learn Your Vitamin A·B·C *and* D



PRESENTED BY

THE CROOKES LABORATORIES LTD.

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Where do

This little book does not pretend to go in to the deep waters of vitamin research. What it does do, however, is to remove a bit of the mystery which still clings to the word 'vitamin'. It will be rather reassuring to the housewife to find that vitamins come from such familiar foodstuffs and such familiar shops. It will certainly be useful to her to be able to see quickly *which* foods contain *which* vitamins—and roughly how much. Very probably she will think that nowadays it is wise to supplement our usual rations with an extra source of vitamin supply—and she will find

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Vitamins come from ?

the easy answer to this at the back of this booklet when she reaches the 'chemist's shop'.

AND WHAT DO THEY DO?

VITAMIN A The 'protective' vitamin — promotes growth — maintains healthy skin and tissues — promotes keen sight at night — helps the body to resist invasion by disease germs.

VITAMIN B1 The 'appetite' vitamin — good for digestion — keeps nerves in condition.

VITAMIN B2 The 'milk' vitamin — maintains good condition of eyes, mouth and tongue.

VITAMIN C The 'anti-scurvy' vitamin — builds good teeth — maintains strong blood vessels — helps to promote resistance to infection.

VITAMIN D The 'sunshine' vitamin — builds bones — prevents rickets — helps growth.

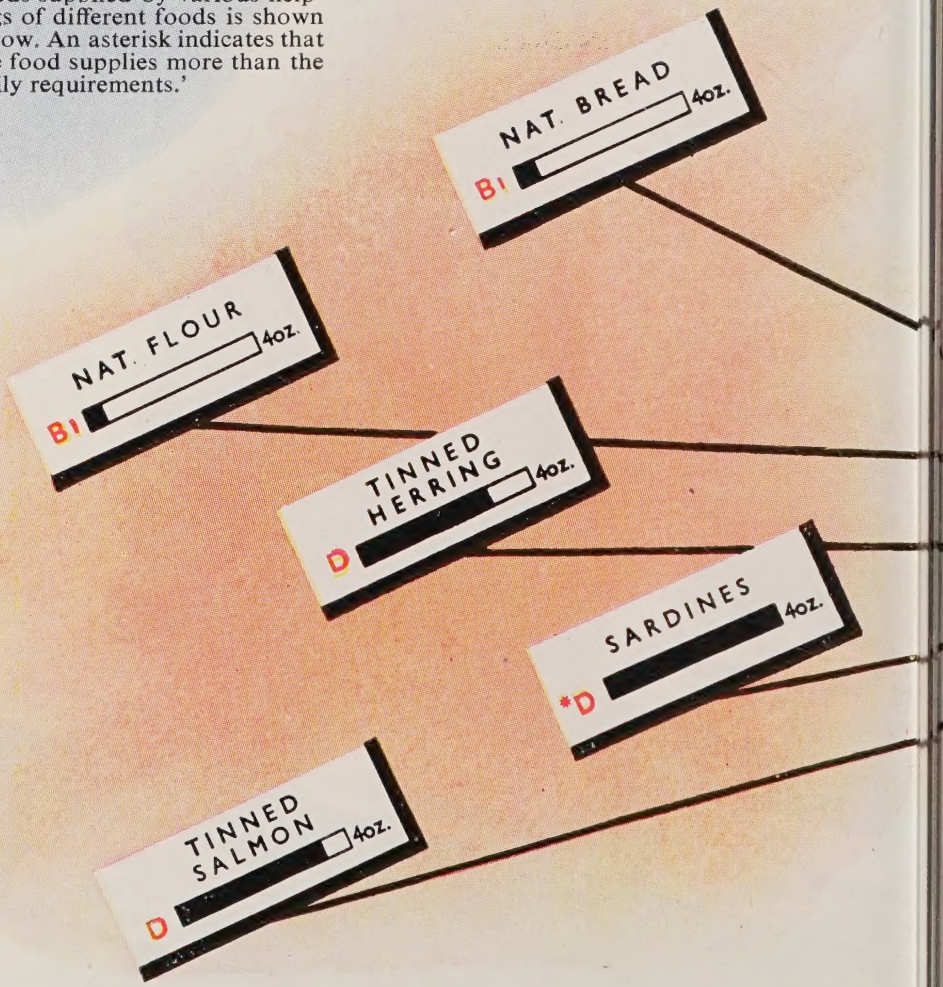
'This measure [redacted] represents average daily adult needs. The proportion of these needs supplied by various helpings of different foods is shown below. An asterisk indicates that the food supplies more than the daily requirements.'

from your

Greengrocer

from your

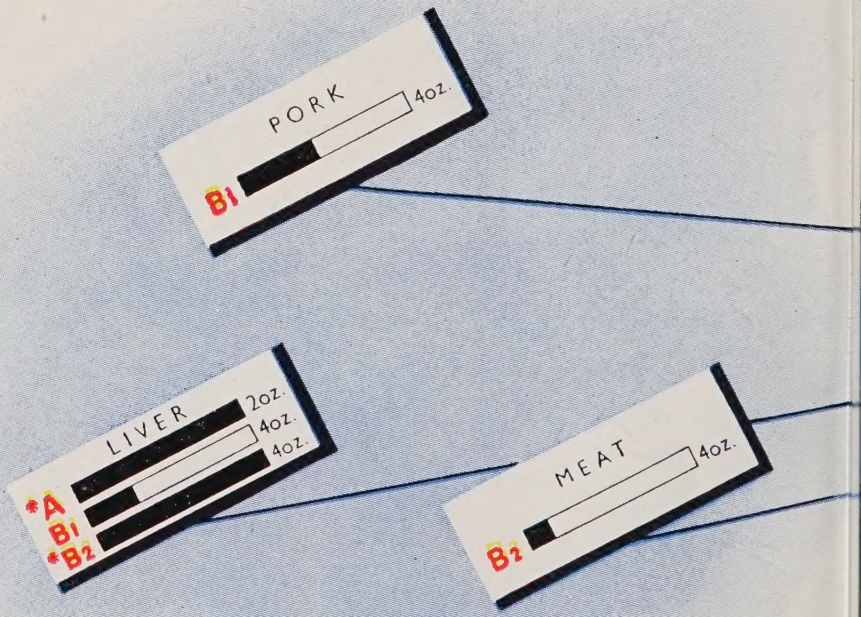
'This measure [redacted] represents average daily adult needs. The proportion of these needs supplied by various helpings of different foods is shown below. An asterisk indicates that the food supplies more than the daily requirements.'



Grocer

from your

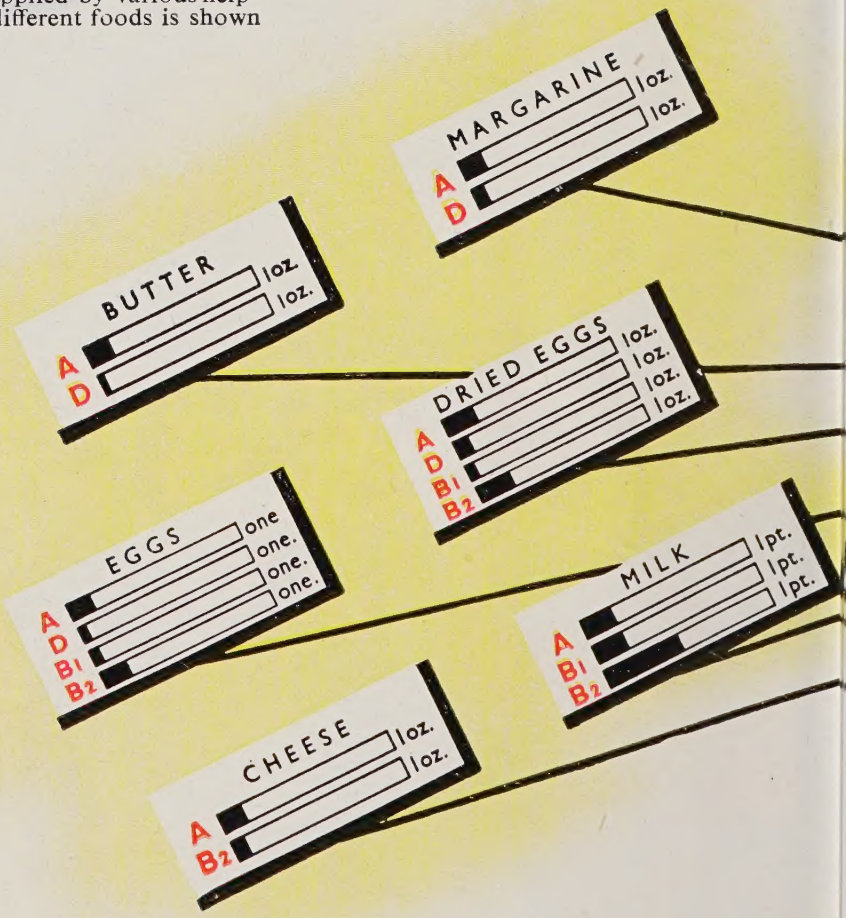
'This measure [redacted] represents average daily adult needs. The proportion of these needs supplied by various helpings of different foods is shown below. An asterisk indicates that the food supplies more than the daily requirements.'



Butcher

from your

'This measure [redacted] represents average daily adult needs. The proportion of these needs supplied by various helpings of different foods is shown below.'



Dairyman

'This measure [redacted] represents average daily adult needs. The proportion of these needs supplied by various helpings of different foods is shown below. An asterisk indicates that the food supplies more than the daily requirements.'

from your

Chemist
CHEMIST
CROOKES
HALYCITROL
A
D
1csp
1csp
CROOKES
HALYCALCYNE
A
*D
1cap
1cap

your everyday eating

THESE ARE THE 'BIG FIVE' WHICH KEEP YOU ALIVE

Proteins They build up young bodies, repair and renew body tissues in the adult. Sources — meat, milk, eggs, cheese, fish, peas, beans, etc.

Carbohydrates They give immediate heat and energy. Sources — sugar and starches, such as bread, potatoes, peas, beans, sweets, etc.

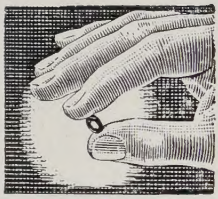
Fats For energy in reserve and stamina. Sources — fat meat, butter, margarine, suet, lard, dripping, fish, milk, etc.

Minerals Iron and copper for blood. Calcium and phosphorus for bones. Iodine, magnesium, etc. Sources — any really varied diet which includes fresh vegetables and fruit.

Vitamins As shown in the booklet.

★ *For lectures and demonstrations, a wall chart of the market scene, in full colour and measuring 16″ × 23″, is available upon request.*

CROOKES PRODUCTS



HALIBUT OIL

A standardised product supplying a high concentration of vitamins A and D.

5 drops - 4,900 I.U. Vit. A
490 I.U. Vit. D

OIL - 5 c.c. vials 2/-
15 c.c. vials 5/-
30 c.c. vials 9/-

1 capsule 4,500 I.U. Vit. A
450 I.U. Vit. D

CAPSULES: 25's 2/6, 100's 8/6

HALYCITROL

Halibut Oil with pure orange juice, standardised to contain per teaspoonful not less than:

2,600 I.U. Vitamin A
315 I.U. Vitamin D
10 mg. Vitamin C

4 OZ. BOTTLES - 2/4

HALYCALCYNE

Each capsule contains Crookes Halibut Oil with additional vitamin D and calcium; particularly recommended in the treatment of chilblains.

Capsule - 4,500 I.U. Vit. A
1,060 I.U. Vit. D

CAPSULES: 25's 3/-, 100's 9/6

HALIMALT

A very pleasantly flavoured combination of halibut oil, malt extract and containing per teaspoonful:

6,720 I.U. Vitamin A
0.5 mg. Vitamin B_1
0.3 mg. Vitamin B_2
670 I.U. Vitamin D
5.0 mg. Nicotinamide

JAR - - - 5/3

THE CROOKES LABORATORIES LIMITED

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